



# 3-D Research Note on AMZN



Chart courtesy of StockCharts.com

#	Date	Most Recent News	Stock's Reaction
1	28-Feb	AMZN noticed the negative impact of the overall retail slowdown on online sales growth	negative
2	4-Mar	AMZN reaffirmed FY08 revs of \$18.75-19.75 bln vs \$19.24 bln First Call consensus	positive
3	14-Mar	AMZN noticed by C as the co with one of the strongest fundamental outlooks in the Internet sector	negative
4	18-Mar	AMZN initiated with a Buy as the most trusted Internet retail platform (by Canaccord)	positive

**OUR RECOMMENDATION: STRONG BUY**

**RECOMMENDED TRADING VEHICLE:**

Bullish Debit Call Spread

Buy to Open ZQNDL AMZN Apr 60 Call IV 59.2 Delta .87

Sell to Open ZQNDM AMZN Apr 65 Call IV 54.7 Delta .76

Debit 4.00

Position Net Delta .11

Max Gain 1.00

Max Risk 4.00

Target Debit 4.50

## 3D CHECK LIST

BULLISH	FACTORS	BEARISH
	<b>Technicals</b>	
✓	Daily MACD bullish	
✓	Weekly Stochastic Oscillator oversold	
✓	AMZN trying to form a bottom at 65.0	
✓	Support at 62.5, 65.0	
	Intermediate-term resistance at 79.1, 200MA, short-term: at 72.5, 50 MA	✓
✓	Similar stocks or key components sentiment	
	<b>Fundamentals</b>	
	EPS revisions trend down	✓
✓	P/E trailing (63.85) >> P/E forward (33.82)	✓
	PEG (2.04)	✓
	<b>Market Play</b>	
✓	Program trading buy orders at 65 after Mar 11	
✓	Implied volatility (50.22%) < Historical volatility (55.22%)	
✓	Stock reacted adequately on the latest positive news (see the chart above)	
✓	Trading volumes go up after Mar 12	
✓	Unusually high option trading volumes for Mar, Apr, Jul 60, 65, 70 Calls and Puts	

**Overall Rating: BULLISH**

## BULLISH PLAY

## BUY STOCK

Stock Symbol	Last Stock Price	Recommended Entry Stock Price	Break-even	Sum Invested (per share)	Projected Stop Price	Max Loss (per share)	Max Profit (per share)	Exit Price (Target Price)	Target Profit (per share)	Target Return
AMZN	71.70	70.90	70.90	70.90	65.00	5.90	Unlimited	74.00	3.10	4.4%

## BUY CALL

Stock Symbol	Last Stock Price	Expiration Month	Strike Price	Option Symbol	Recommended Entry Stock Price	Entry Call Option Price	Break-even	Max Profit (per one contract)	Sum Invested (per one contract)	Exit Price (Target Price)	Target Profit (per one contract)	Target Return
AMZN	71.70	Apr-08	65.00	.ZQNDM	70.90	8.05	73.05	Unlimited	8.05	8.60	0.55	6.8%

## BULLISH PUT SPREAD

Stock Symbol	Last Stock Price	Expiration Month	Lower Strike	Option Symbol	Higher Strike	Option Symbol	Recommended Entry Stock Price	Entry Credit	Break-even	Max Profit (per one contract)	Sum Invested (per one contract)	Exit Debit (Target Debit)	Target Profit (per one contract)	Target Return
AMZN	71.70	Apr-08	60.00	.ZQNPL	65.00	.ZQNPM	70.90	0.98	64.02	0.98	4.02	0.48	0.50	12.4%

## BULLISH CALL SPREAD

Stock Symbol	Last Stock Price	Expiration Month	Lower Strike	Option Symbol	Higher Strike	Option Symbol	Recommended Entry Stock Price	Entry Debit	Break-even	Max Profit (per one contract)	Sum Invested (per one contract)	Exit Credit (Target Credit)	Target Profit (per one contract)	Target Return
AMZN	71.70	Apr-08	60.00	.ZQNDL	65.00	.ZQNDM	70.90	4.00	64.00	1.00	4.00	4.50	0.50	12.5%

## SHORT GLOSSARY

**Break-even.** Point at which gains equal losses. This is the market price that a stock must reach for an option to avoid loss if exercised. For a call, the break-even equals the strike plus the premium paid.

**Call option.** The right, but not the obligation, to buy the stock at a predetermined price (also known as the strike) at any moment before the expiration date for a paying a premium.

**Put Option** - the right, but not the obligation, to sell stock at a predetermined price (also known as a strike) at any moment before the expiration date.

**Expiration Date.** The day when an option contract becomes void (the Saturday after the third Friday of the expiration)

**In-the-Money Option.** An option that has intrinsic value. A call (put) option is in-the-money if the strike is less (greater) than the current market price of the stock.

**Intrinsic Value:** The value of an option if it were to expire immediately with the underlying stock at its current price or the amount by which an option is in-the-money. For call options, this is the difference between the stock price and the striking price, if that difference is a positive number, or zero otherwise. For put options it is the difference between the striking price and the stock price, if that difference is positive, and zero otherwise.

**Spread.** A position with long and short options of the same type on the same underlying stock or index.

**Time Value.** Amount by which the current market price of an option exceeds its intrinsic value (the difference between the stock price and the strike). This additional value of an option is due to the volatility of the market and the time remaining until expiration.

### Auto-trade in 5 easy steps

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1. Log into your brokerage account.	1. Log into your brokerage account.
2. Select Xecute, select OptionSmart as an Investor Publisher	2. Select Autotrade, click Sign Up/Newsletter Providers and choose OptionSmart as newsletter provider
3. Select a service	3. Select Autotrade Management, click Allocations (per trade)
4. Determine Amount Type (Specific Dollar Amount, # of Contracts/Shares, % of Cash Available, % of Buying Power, % of Total Account Value)	4. Determine Amount Type (Specified Dollar Amount, Srecified Quantity, % of Available Buying Power, % of Net Liquidating Value)
5. Select a Trade Amount	5. Select a Trade Amount

There is risk in trading options. One's financial suitability should be considered carefully before placing any trades. Past performance is not indicative of future results.

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